

fashion calendar

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NEW YORK 21, NEW YORK
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20th YEAR • A WEEKLY PUBLICATION

Week of August 8, 1960

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 8, 1960</u>			
Tuesday August 9 10:00 A.M.	PRESS PREVIEW OF FUTURE FASHIONS Preview for press of American Cyanamid's Creslan knitted and woven garments of the future, designed by Maurice Levin. By invitation. <u>Trade showings</u> thereafter through Aug. 17 at 10:00 A.M. and 3:00 P.M. Publicity: Carolyn Cross at Sally Dickson Assoc., PL. 3-7385.	AMERICAN CYANAMID CO. FIBERS DIVISION	111 WEST 40TH STREET CRESLAN HOUSE -16TH FL.
Monday August 15 10:30 A.M.	PRESS PREVIEW: BACK- TO-SCHOOL COLLECTION Press preview of Stern's back-to-school collection. By invitation. (Release, Wed., Aug. 17). Publicity: Mildred Collins, LO. 5-7960.	STERN'S	2ND FLOOR YOUNG SHOPS
Tuesday August 16 9:30 A.M. Breakfast	PREVIEW: IMPORT BACK- TO-SCHOOL COLLECTION Ohrbach's will preview their import and domestic back-to-school collection for children. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR
Wednesday August 17 9:30 A.M. Breakfast	PRESS PREVIEW OF HOME FURNISHINGS Macy's will present "Palazzo", a complete collection of home furnishings. By invitation. Publicity: Reni Kuhn, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTING DINING ROOM
Wednesday August 17 12:30 P.M.	FASHION SHOW FOR CUSTOMERS Bamberger's will present their college and career collection at a fashion show for customers. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, NEW JERSEY)	3RD FLOOR
Wednesday August 17 4:00 P.M.	PRESS PREVIEW: PETITE COUTURE COLLECTION Bergdorf Goodman will preview Fall fashions by Virginie, Carven, Feraud of Paris, exclusively at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF"
Tuesday August 23 2:30 P.M.	WORKSHOP: SHOES, FASHIONS & FACTS Workshop presentation, including costume ensembles, fabrics, shoes and colors for Spring 1961. Attendance limited to advance registration. Tickets: \$3.00. Contact: Nat'l Shoe Retailers Assoc., MU. 6-7520.	NAT'L SHOE RETAILERS; COLOR ASSOCIATION	HOTEL PLAZA BALLROOM
August 24	MACY'S RELEASE DATE--"Made-In" collection (<u>No show</u>).		
Wednesday August 24 10:30 A.M.	PREVIEW: MADE-IN- EUROPE COLLECTION Martin's will present their made-in-Europe ready-to-wear and accessories collections, to the press. By invitation. (<u>Release date--Tues., Sept. 6</u>). Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR LOUNGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 25 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Friday August 26 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
August 30	PARIS RELEASE DATE FOR PUBLICATION OF PICTURES (Tuesday).		
Wednesday August 31 2:30 P.M.	PREVIEW: HOLIDAY AND CRUISE COLLECTION Mr. Thomson will present the Holiday and Cruise collection of slacks, shorts and coordinates. For press and buyers. By invitation. Publicity: Ann Behrens, WI. 7-6700.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
Sept. 5	LABOR DAY (Monday).		
Tuesday Sept. 6 12:00 Noon	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Beginning Tuesday Sept. 6	OPENING OF HOLIDAY COLLECTION "British Continentals"-- Hi-Line's new interpretation of elegance for young gentlemen's apparel in sizes 2-4 and 3-7 in their "Royal Holiday Line". By appointment only. Publicity: Ruth Shaw Assoc., WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Wednesday Sept. 7 3:00 P.M.	PRESS PREVIEW: "LINE- FOR-LINE" IMPORTS Preview for press of Macy's designer import originals, to be copied "line-for-line". By invitation. Publ.: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Sept. 7- Sept. 18	ELEVENTH ANNUAL HOME FURNISHING SHOW "The Wonderful World of Children"-- model rooms designed for children by Emily Malino; also exhibits of homefurnishings by national manufacturers. Tickets: \$1.50. Contact: Nan Morrison, Harold J. Siesel, 216 E. 49 St., PL. 9-6440.	NAT'L HOMEFURNISHINGS SHOW, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
Thursday Sept. 8 12:30 P.M. Luncheon	"MADE-IN-EUROPE" FASHIONS AT LUNCHEON Macy's will present a luncheon showing of made-in-Europe fashions as well as American ready-to-wear. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Thursday Sept. 8 4:00 P.M.- 7:00 P.M.	ROOM SETTINGS WITH PORTRAIT PHOTOGRAPHS Preview of 3 room settings by 3 New York decorators, with portrait photographs as a special feature. By invitation. Publicity: Joan Herrold at J. Walter Thompson Co., 420 Lexington Ave., MU. 6-7000.	EASTMAN KODAK CO.	HANS VAN NES' STUDIO 431 EAST 90TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 9 12:00 Noon Luncheon	PREVIEW: HOLIDAY- CRUISE COLLECTION Lee Claire will present their Holiday-Cruise collection to press and buyers. <u>Showings Sept. 9, 12, 13, 14, 15, 16 at 12:00 Noon.</u> Luncheon will be served. By invitation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Sept. 12 1:30 P.M.	BENEFIT SHOWING OF IMPORT COLLECTION Bamberger's will present their "Made-In-Europe Couture Collection, 1960", for benefit of the Garden State Concerts Guild. Press by invitation. Tickets: \$2.50. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, NEW JERSEY)	HOTEL SUBURBAN E. ORANGE, N. J.
Beginning Monday Sept. 12 4:00 P.M.	PREVIEW OF FABRICS FOR RETAILERS Preview for retailers of "The Milliken Center of Performing Fabrics" -- display in colors of Holiday, Resort and Spring fabrics for childrens-wear, sportswear, suits, dresses, coats and knits: <u>Mon., Sept. 12 at 4:00 P.M.; Tues., Sept. 13 at 9:00 A.M.; Wed., Sept. 14 at 2:30 P.M.; Thurs., Sept. 15 at 2:30 P.M.</u> Admission by ticket only. Publicity: Julie Buddy, Fashion Director, OX. 5-1200.	DEERING MILLIKEN, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Monday Sept. 12 5:00 P.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Howard Greer's Fall collection to the press. By invitation. (Release date- Wed., Sept. 14). Publicity: Virginia Woodruff, 111 West 57th Street, PL. 7-8960.	JAY THORPE	HOTEL PLAZA STATE SUITE
Sept. 12	SAKS FIFTH AVENUE RELEASE DATE--Import collection. (<u>No Show</u>).		
Tuesday Sept. 13 9:00 A.M. Breakfast	PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. <u>Showing at 10:00 A.M.</u> By invitation. Publicity: Roberta Davis, CY. 8-2000.	ALEXANDER'S	HOTEL ASTOR EMERALD ROOM
Tuesday Sept. 13 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of Hattie Carnegie Fall and Winter custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Wednesday Sept. 14 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. (Release date - Fri., Sept. 16). Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Sept. 14 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Eleanora Garnett will present her custom-made originals to press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 15 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER Presentation of custom-order and ready-to-wear Fall and Winter collection, created for Elizabeth Arden in Paris. For press and customers. By invitation. (<u>Note Change of Date and Time</u>). Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 16 9:00 A.M. & 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings. (More details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Sept. 18- Oct. 18	THE SECOND ANNUAL NATIONAL INTERIOR DESIGN MONTH. 75 East 55th Street, PL. 3-3240.		Publicity: Ted Materna,
Monday Sept. 19 12:30 P.M.	CUSTOMER SHOWING: LINE- FOR-LINE COLLECTION Bamberger's will present their line-for-line collection for Fall and Winter. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, N.J.)	3RD FLOOR
Monday Sept. 19 10:00 A.M.- 12:00 Noon	SELECTION OF "SWEATER QUEEN OF 1960" The "Sweater Queen of 1960" and "Junior Sweater Queen of 1978" will be introduced at the fifteenth annual National Sweater Week (Sept. 19 - Sept. 25). By invitation. Contact: Edward Brandwein, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	WALDORF-ASTORIA
Tuesday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Showing of Jacques Kaplan's Fall-Winter fur collection for Georges Kaplan. By invitation. Publicity: Terry V. Seymour, PL. 7-9170.	GEORGES KAPLAN 730 FIFTH AVENUE	WHITNEY MUSEUM 22 WEST 54TH STREET
Tuesday Sept. 20 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS Fashions by Gigiola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. For press and buyers, by invitation. Publicity: Kay Inglis-Jones, PL. 9-3000.	BOB BUGNAND	19 EAST 62ND STREET SALON
Wednesday Sept. 21	ROSH HASHONAH (Jewish New Year)--Begins at Sundown on Wed., Sept. 21. First two days of Holiday: <u>Thursday, Sept. 22 and Friday, Sept. 23.</u>		
Thursday Sept. 22 3:00 P.M. Cocktails	PREVIEW: CRUISE AND SPRING COLLECTION Haymaker will present their Cruise and Spring collection of shirts, skirts, separates, pants, play clothes and knitted dresses. For press and buyers, by invitation. Publicity: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Sept. 26 12:00 Noon Luncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS Ritter Brothers will present a private showing of furs, designed by Leo Ritter. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA BALLROOM
Tuesday Sept. 27 9:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FUR FASHIONS Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 27 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1961 Preview for press and buyers of the Rose Marie Reid 1961 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID, INC.	HOTEL PIERRE BALLROOM
Wednesday Sept. 28 3:30 P.M.	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne will present a preview of their 1961 swimsuit collection. <u>Showing at 4:00 P.M.</u> Contact: Judith Hall at Diamond-Barnett, MU. 2-7025.	ROXANNE SWIMSUITS (1407 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
Thursday Sept. 29 9:30 A.M. Breakfast	PRESS PREVIEW: RESORT, SPRING SPORTSWEAR Jantzen will present their swimwear and playclothes to the press. By invitation. Contact: Sally Larson, OX. 7-0811. Publicity: Eloise Walton at Rogers & Cowan. PL. 9-6272.	JANTZEN, INC. (261 MADISON AVENUE)	PLACE TO BE ANNOUNCED
Thursday Sept. 29 4:00 P.M. Cocktails	PREVIEW OF RESORT, CRUISE SWIMWEAR Preview of the Cole of California Resort-Cruise swimwear collection. By invitation. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA BALLROOM
Thursday Sept. 29 8:00 P.M.	BENEFIT BALL: ADELE SIMPSON COLLECTION Bamberger's annual Designer's Ball presented with the Grace Line, Harper's Bazaar, Junior League of Newark, for the benefit of Camp Hope for Retarded Children. Adele Simpson's collection, starring contestants for "Miss Rheingold" 1960 title. The S.S. Santa Paula will be the first American passenger liner to enter the Newark harbor. By invitation. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, NEW JERSEY)	S.S. SANTA PAULA (GRACE LINE PIER, NEWARK, N.J.)
Oct. 1	YOM KIPPUR-- Jewish Day of Atonement (Saturday).		
Monday Oct. 3 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Tuesday Oct. 4 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. <u>Cocktails, 12:00 Noon, Empire Room; Luncheon, 12:15 P.M., Sert Room.</u> By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Wednesday Oct. 5 9:30 A.M. Breakfast	PREMIERE SWIMSUIT SHOWING Maidenform, 38-year old largest maker of brassieres, enters the swimsuit industry, previewing their first collection. By invitation. Publicity: Elinor Lenz at Bell & Stanton, 441 Lexington Ave., YU. 6-1250.	MAIDENFORM, INC. (200 MADISON AVENUE)	PLACE TO BE ANNOUNCED
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER SPORTSWEAR White Stag will present Spring and Summer 1960 sportswear fashions at a preview for press and buying offices. <u>Showing at 4:30 P.M.</u> By admission card only. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM

MUSIC...MOVIES...THEATRE

- Friday
August 5 PREMIERE: "13 GHOSTS" (Movie) FORUM THEATRE, BROADWAY & 47TH STREET
Columbia will present Charles Herbert, Jo Morrow, Martin Milner, Rosemary DeCamp, Donald Woods starring in the "screenplay", introducing a new screen process "Illusion-O", which permits the audience, using a "ghost-remover"- to produce or remove the spooks materializing in "ectoplasmic" color. Producer and Director: William Castle. Publicity: Hortense Schorr, PL. 1-4400.
- Thursday
August 11 PREMIERE: "SONG WITHOUT END" (Movie) THE MUSIC HALL, 6TH AVE. & 50TH ST.
Starring Dirk Bogarde, and introducing the French actress Capucine, with Genevieve Page, Patricia Morison, Ivan Desny, Martita Hunt, the Columbia presentation of the movie in Cinemascope about the life of the composer Franz Liszt. Producer: William Goetz. Director: Charles Vidor. Costumes: Jean Louis. Publicity: Hortense Schorr, PL. 1-4400. Music Hall Publicity: Edward Serlin, CI. 6-4600.
- Wednesday
Sept. 14 OPENING: "THE WORLD OF CARL SANDBURG" HENRY MILLER'S THEA., 123 W.43 ST.
Starring Bette Davis and Leif Erickson. Adapted and directed by Norman Corwin. Produced by Armand Deutsch. Publ.: Thomas Hammond, TR. 7-4032.
- Tuesday
Sept. 20 OPENING: "THE HOSTAGE" CORT THEATRE, 138 WEST 48TH STREET
The entire British cast in the American production of the play by Brendon Behan, presented by Leonard Field and Caroline Swann. Director: Joan Littlewood. Publicity: Abner Klipstein, CI. 5-6644.
- Thursday
Sept. 29 OPENING: "IRMA LA DOUCE" PLYMOUTH THEATRE, 236 WEST 45TH STREET
David Merrick will present the London and Paris musical, starring Elizabeth Seal, Clive Revill with Frederick Gwynne. Director: Peter Brook. Publicity: Goodman & Washer. BR. 9-4985.
- Thursday
Oct. 6 OPENING: "BECKET" ST. JAMES THEATRE, 236 WEST 45TH STREET
Co-starring Laurence Olivier, Anthony Quinn in the play by Jean Anouilh. Director: Peter Glenville. Publicity: Jim Proctor, MU. 7-5085.
- Saturday
Oct. 8 OPENING: "THE NINE O'CLOCK THEATRE" GOLDEN THEATRE, 252 WEST 45TH ST.
Alexander H. Cohen will present "An Evening with Elaine May and Mike Nichols". The two-hour show will consist of satirical sketches written by the stars on "Topics Contemporary and Perennial". Director: Arthur Penn. Publicity: Harvey Sabinson, JU. 2-4747.
- Wednesday
Oct. 12 OPENING: "RHINOCEROS" THEATRE TO BE ANNOUNCED
Starring Eli Wallach with Anne Jackson, Zero Mostel, Morris Carnovsky, in the London success by Eugene Ionesco about a man who refuses to conform by not turning into a rhinoceros. Presented by Leo Kurz. Director: Robert Lewis. Publicity: Harvey Sabinson, JU. 2-4747.
- Thursday
Oct. 13 OPENING: "TENDERLOIN" 46TH ST. THEATRE, 226 WEST 46TH ST.
Robert E. Griffith & Harold S. Prince will present the new musical comedy, about New York in the Gay Nineties, based on the novel by Samuel Hopkins Adams, starring Maurice Evans, Eileen Rodgers. Director: George Abbott. Costumes: Cecil Beaton. Publicity: Jacobson-Harmon, CH. 4-1482.
- Tuesday
Nov. 8 OPENING: "COME AWAY WITH ME" THEATRE TO BE ANNOUNCED
Starring Shirley Booth in a romantic comedy, presented by Richard Myers, H. C. Potter & Julius Fleischmann. Director: H. C. Potter. Costumes: Theoni Aldredge. Publicity: William Fields, PL. 3-7500.

1961

JANUARY

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